

## **JANUARY BOD Meeting 1-10-18**

Attendance: Kelsey, Ali, Jeffrey, Joe, Ashley, Matt, Danica, Kaitlin

Guest: Kayla popped by to introduce herself. Owns Evolution Wellness: a holistic healing center, that just opened above us.

GMs: Anthony and Krista

Location: Co-op administrative office

### Action Item Summary

#### **Danica:**

*-Look into another rep that's more proactive.*

*-Ask Full Belly if they want our bags.*

*-Add farmed land plot to agenda.*

#### **GMs:**

*-via Ali: Budget vs actual reporting?*

*-Follow up with possible compost opportunity.*

*-Repair list and estimates, what needs attention at the co-op.*

**Jeffrey:** *Email NPR interview.*

**Ali:** *Reach out to co-op connections about CDS experience.*

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Welcome/Check-Ins - *What was your favorite part of the holiday?*

### Owner Comments:

via Danica: Meg Shelton was very complimentary about the GMs and is excited about the new Wilmington Farmers Market that will be held at Tidal Creek EVERY Saturday 8am-1pm.

Approval of Minutes/TO DO's/Agenda Planning — *December approved*

Put a few action items back on there for next month.

Board Process Monitoring Review: Policy title: 1.0

Read aloud Mission Statement, Vision Statement, Goals

Board Orientation Discussion: Sunday 14th 9am-12pm

*-Myers-Briggs assessment*

*-Ali participation & attendance TBA*

*-Joe's introduction about Myers-Briggs: passed out forms to fill out for Sunday.*

*-Bill's resignation letter from the Board. We love you BILL!*

### GM coaching update

Cancelled, but we have 6 remaining unused hours. Danica reached out to Melanie and she's going to be the new GM coach for the 6 hours we've paid for. Krista has already had a good experience with Melanie.

**TODO Danica:** *IF the hours aren't useful, can we transfer that money paid to another service. Possibly look into another rep that's more proactive.*

Ali & Kaitlin's experience on the GM call: Ali didn't see the value, it seemed like he was trying to sell us something the whole time. Convinced that there was value but not really explaining it that well. Danica recalled it was different from normal calls and he seemed a little flustered.

**TODO ANT** *via Ali: Budget vs actual reporting?*

CDS Board Retreat: Planning on hold.

**GM Report/Ownership Report**

SALES- Tidal Creek Sales in December returned to the trend of increase over last year, rising 3% over last year.

CUSTOMER COUNT- Customer count for December continued the trend, coming in at 7.5% higher than December 2017.

CASH- Tidal Creek's cash is showing a small decline, partly due to inventory build for the holidays, and partly due to our beginning to perform deferred maintenance on fixtures throughout the store.

SHORT-TERM PLAN- January 1 began our new rewards program. In addition to much lower administrative costs, the system allows for much more flexibility of incentives for our customers. Due to the opportunity presented, we were able to decrease our liability for unclaimed rebates from nearly \$10,000 dollars to less than \$3000.

2018 will see the launch of our Focus on Local strategy, the centerpiece of which will be the launch of the Tidal Creek Farmers Market on March 1st. The market will be a producer- only market focusing on food products, and will feature several of the region's best known small farmers. The governance and details of the market are still being worked out by the market's Board of Directors, and we will continue to keep you all posted.

2018 will also see a leaner operating Tidal Creek, with fewer staff cross trained to work in several departments of the store. Using data from NCG, our goal is to become the leanest running co-op in our peer group, while still providing the detail and customer service that we are known for.

Side note: 38 total employees

Tidal Creek Farmers Market:

Producer only, food & farm products, grown within 70 miles of Wilmington!

Board members: Morgan Mline, Kyle S., Meg Shelton, Steffan, and another fellow.

Start date March 1st, year round!

More info on this next meeting.

**TODO Jeffrey:** Email NPR interview with Morgan of Red Beard Farms.

via Ali: City had proposed to build a facility for the farmers market and the farmers voted against it.

**TODO Danica:** Add farmed land plot to agenda.

*Discussion on property for sale next-door.*

Compost idea via Danica

Follow up with Matt Collogan

**TODO Krista:** Follow up with possible compost opportunity.

Plastic bags:

Issue: People are throwing trash in plastic bag container.

Possible solution: Transparent bag container? Easier signage with pictures?

Will Full Belly take them? Currently taking them to Harris Teeter.

**TODO DANICA:** Ask Full Belly if they want our bags.

Check out question: What are you excited about happening in 2018?

**NEXT MEETING:** Valentine's Day, Wednesday, 2-14-18